

BIKE PLANT

UX Research: Interview Debrief

Key Findings:

- As hypothesized, most bike shops customers find local bike shops through Google maps on their phones, frequently when a repair such as a flat tire is suddenly required
- Key reasons for clicking through to the shop website include checking store hours, checking prices for basic services, and more generally, getting a sense of what to expect from the shop
- All subjects interviewed bike weekly if not daily. Biking is often their most important form of transportation, with one subject even referring to their bike as their “best friend”
- Biking is empowering – it gives people a greater sense of their city and how to navigate it, a greater sense of autonomy and freedom, and in some cases, an important sense of safety. One female subject reported that she feels more secure being out at night by herself when she’s on a bike
- A significant amount of biking culture / commerce is outside of typical retail spaces in Brooklyn. Multiple subjects reported finding and buying bikes through word of mouth from people operating out of storage units, garages or basements
- Community is a key draw for cyclists. Several subjects referenced visiting bike shops just to socialize with the staff or being interested in finding events through shops
- Everyone surveyed either already does their own bike repair or is interested in learning (at least in theory) with most wanting to learn how change flats or do basic tune ups
- Having a female mechanic on staff was a draw for 3/4 men who were interviewed, but interestingly not a consideration for the women

Common Pain Points:

- Needing to leave their bike at the shop and giving up that form of transportation for any length of time
- A general fear of upselling in the bike shop. Several subjects compared the experience to going to a car mechanic where you don’t really understand what is necessary and are at their mercy. People want to get clear explanations of the problems and options for solutions
- Subjects basically unanimously listed the people in the bike shop as the greatest strength or weakness. Most people have had experiences with bike shop staff that felt intimidating, elitist or had bad attitudes that turned them off of those shops

General pain points regarding biking in the city:

- Cars in bike lanes and protected bike lanes that people disregard, making them feel less safe than standard bike lanes at times
- Driver attitudes towards cyclists
- Police and ticketing – one subject reported getting 4 bike related tickets in the past year totaling almost \$1,000

BIKE PLANT
UX Research: Interview Summary

Subjects:	Age Range:	26-39
	Gender:	4 male / 2 female
	Neighborhood:	Bedford Stuyvesant (3) Bushwick (2) East Williamsburg (1)
How they found bike plant:		google maps (2) passing by (2) Instagram (1) n/a (2)
What brought them in:		flat tire (2) parts (2) air (1) n/a (1)
Biking frequency:		weekly (2) everyday (4)
Biking motivation:		transportation (6) fastest / most efficient (3) for fun (2) because it's free (1)
Number of bikes owned:		one (3) two (1) four – six (2)
Biking motivations:		fun (3) exercise (1) fastest, easiest way to get around brooklyn (4) exploration, understanding the city better (2) feel safer as a woman alone at night (1)
Biking frustrations:		cars in bike lanes (3) driver attitudes (1) police and ticketing (1)
Last bike purchase:		during covid (2) 5 or more years ago (1) 10 or more years ago (1) always buying or building bikes (2)
Bike purchased from:		craigslist (2) local shop (2) friend or family (2)

Would shop for parts, etc: online (1)
in local shop (4)
n/a (1)

Frequency of bike shop visits: monthly (3)
1-2 times a year (1)
2-3 times a year (2)

Primary reason for visit: flat tire (3)
general maintenance or tune up (1)
buying parts or socializing (2)

Bike shop needs: friendly staff (1)
knowledgeable staff, clear explanations (4)
gritty, unpolished shop (1)
community (3)

Bike shop pain point: intimidating or unfriendly staff (3)
fear of upselling (3)

How do you find bike shops: google maps on mobile (5/6)

Need from shop website: getting a vibe of what to expect from the shop (1)
basic info: hours, prices (2)
community events, classes (1)
leftist politics (1)
don't usually look at the website (2)

Walk in or appt: walk in (6)
appointment (2)

Is a female mechanic a draw? Yes (3)
No / not a consideration (3)

Want to do your own repairs: in theory (3)
I already do (2)
yes (1)

Repairs you are willing to do yourself or want to learn: changing a flat (4)
annual tune up (2)
fixing brakes (2)
fixing gears (1)

Prefer to learn: in person (3)
online (2)

BIKE PLANT

UX Research: Interview Transcripts

Basic Demographic Information

- Name Jeff
- Gender Male
- Age 37
- Neighborhood East Williamsburg

General Biking Habits

- How often do you bike in the city?

Multiple times a week

- What are your primary reasons for biking?

Getting around. I also bike because I just like to bike, but I don't usually bike recreationally, there's always a destination. **It's the easiest and fastest way to get around Brooklyn**

- What kind of bike or bikes do you own / ride?

A mountain bike that I had thinner more street-friendly wheels put on at some point.

- What do you like or dislike about biking in nyc?

I feel like I see a lot more of the city and **understand it in a different way than I can on foot or on the subway**. I understand how neighborhoods fit together much better on a bike.

Bike and Accessories Purchases

- When was the last time that you purchased a new or used bike?

I have never purchased one, I've been riding my bike forever. I was close to replacing my bike a few years ago when a lot of parts were wearing out at once, but ultimately decided to put some money into my old bike instead and get it fixed up.

- Did you make the purchase from a local shop or online?

I went to 3 or 4 shops in my neighborhood to check out options and wound up having my bike fixed at one of them.

- What was memorable about the experience?

It felt like the guys in the shop were more excited about fixing my old bike than selling me a new one, which was awesome and made me more excited about my very old bike.

- When was the last time that you purchased bike parts or accessories?

Don't remember, it's been a while.

- Are you more likely to buy those parts and accessories in person or online?

Depends on what it is, but my first impulse these days is to at least start looking online to understand what the options are.

Experience with Bike Shops

- How often do you visit bike shops?

At least 1 or 2 times a year

- How important is it to you to have a bike shop in your neighborhood?

It's really important. Not something I usually think about until I need it, but when I do need it, I want to be able to walk there since I probably can't ride.

- What would be your typical reason for visiting a bike shop?

Usually a flat tire or a tune up, but sometimes when I'm there I may want to buy or replace something. Grips comes to mind as something I replaced recently while getting a flat fixed

- What do you look for in a shop – what makes a good bike shop for you?

It's like going to a car mechanic, it's hard to know what's really necessary. I want to feel like the people are honest and friendly and they'll explain things clearly.

- Do you have a favorite bike shop in NYC?

No, there's some that I've liked more than others, but I will typically checkout whichever I'm closest to at the time.

- Do you ever look up the websites of local bike shops?

Rarely, I usually just get the info I need from Google maps.

- How do you find local bike shops online?

Google maps. Maybe I would check yelp if I'm looking for more reviews

- Are you more likely to look at the website on a computer or on your phone?

My phone

- What are you looking for if you visit the website?

Probably basics like prices / hours / if I need to make an appointment.

Bike Service

- How often do you bring your bike in for service?

Not as much as I should. I'll bring it in for flats, but I will go years between tune ups

- What do you like or dislike about getting your bike serviced?

I don't really like dealing with it, but I like when they're very clear about what needs to be done and even better if they can give me options.

- Would you prefer to walk in or make an appointment?

I always just walk in, but I guess for any significant work, and appointment could be nice

- Is having female mechanics on staff or as the shop owner a draw for you or does it not matter?

I love when I come across bike shops with female mechanics. I feel like they're better communicators and I feel like I can trust them more. I also just think it's kind of bad ass.

- Do you ever do your own bike repairs?

Other than very basic stuff, no, but I sometimes think I should just learn to change a tire already.

- What types of repairs are you not willing to do yourself?

If I really needed to, I would try to do just about anything, but I'd rather just take it to a bike shop.

- Would you want to learn how to do your own repairs?

Yes, but it's not a priority right now.

- How would you go about learning how to make bike repairs yourself?

Most likely youtube. That's my go-to for anything like that these days. That can be terrible though, so I may also see if I could find any helpful specialty bike sites with instructions.

- What repairs would you want to learn to do?

Fixing a flat or doing an annual tune up, anything else I would just go to a shop.

- Would you prefer to take an in-person class or learn online?

I would just look online probably.

- How much would you be willing to pay to learn basic bike maintenance?

Maybe like \$100 for an afternoon class or something? But again, not a priority.

Basic Demographic Information

- Name Addison
- Gender Male
- Age 32
- Neighborhood Bushwick

Bike Plant

- How did you find Bike Plant?
n/a
- Have you been to the shop before?
yes
- What brings you into the shop today?
Measure some tires

General Biking Habits

- How often do you bike in the city?

Everyday, just about

- What are your primary reasons for biking?

It's just faster than driving, and it's nice. Nice to be outside.

- What kind of bike or bikes do you own / ride?

2 mountain bikes, a single speed bike, a 12 speed mountain bike, a track bike....those are the ones that have wheels on them, that could be functional, and there's 3 that are functional. The track bike and the mountain bikes are the ones that I ride.

- What do you like or dislike about biking in nyc?

I like that it's quick. I dislike driver attitudes, and I'm a driver too, I drive a lot. The bike lane issue, which we could go into, but it's like beating a dead horse. There needs to be better licensing in the city.

Bike and Accessories Purchases

- When was the last time that you purchased a new or used bike?

I make my own frames, fully made to measure. I guess the last one I bought was like...actually, I bought that one in the window – the red one. A friend of mine was trying to get rid of it and needed money, but I'm never gonna ride it, it's too small for me.

- Did you make the purchase from a local shop or online?

I purchased it from like a word of mouth boutique. The guy had a storage unit.

- What was memorable about the experience?

No, that's just sort of regular for me at this point.

- Are you more likely to buy those parts and accessories in person or online?

I have a wholesale account, so I get everything wholesale, I haven't paid full price for bike points in years at this point.

Experience with Bike Shops

- How important is it to you to have a bike shop in your neighborhood?

Biased since I already have a full service shop in my place, so it's not super important to me. But..it is. I think back to a long time ago and it is important to have a good bike shop in your neighborhood.

- What would be your typical reason for visiting a bike shop?

Socializing, loafing, loitering, seeing if there's any beer in their refrigerator. Anybody have any snacks. Socializing.

- What do you look for in a shop – what makes a good bike shop for you?

Knowledgeable staff, friendly staff. Probably a little bit dirty. I like a dirtier shop. You know, just like people who've got grit, grit is important to me. The whole polished experience of some of these major label brands, like if I see a polished shop I'm just not going in. there's no reason for me to go in there, you know, their staff isn't necessarily going to understand. There's a divide.

- Do you have a favorite bike shop in NYC?

I have a couple. I've gotta say the plant, I love the plant. In terms of service shops, Robin's old shop, Haven is good. I've also always gone to Deluxe when Deluxe was here, and now Tijon opened, he was the service manager at Deluxe, he opened a shop called Tuned by Tijon. That's also excellent. Totally different vibe.

- Do you ever look up the websites of local bike shops?

Not usually, no.

Bike Service

- How often do you bring your bike in for service?

Every 4 months or so

- What do you like or dislike about getting your bike serviced?

I don't like the attitude. It depends on the person who's working on it. I don't like people's bad attitudes and people telling me I'm abusing my bike. That's what it's there for, it's there to be ridden.

Or if somebody's at my house, that's also pretty common, one of the shops I work with, we have a mechanic who's a freelancer who comes in to do assemblies, and I'll have him look at it too.

- Would you prefer to walk in or make an appointment?

I guess it's like 50/50, it depends on what it is. I don't like to waste anybody's time. I usually call around, but it's important to have walk-ins too.

- Is having female mechanics on staff or as the shop owner a draw for you or does it not matter?

That is important to me, that's very important to me. It's good to see some diversity in the shop. Like, again, some of these really polished shops, I'm like...you know, I've been around a bike shop before, and you know, if I see these fancy road guys around the shop, we're probably not going to click very well.

- What types of repairs are you not willing to do yourself?

I don't true my wheels. If it's internal like cable routing, I prefer to do that, if it's like hydraulic disc brakes I prefer to work on it on my own. I guess I really do a lot of my own stuff.

- Where did you learn to do your own repairs?

I started working in a bike shop when I was like 11 or 12. I worked there through high school.

Basic Demographic Information

- Name Miranda
- Gender Female
- Age 27
- Neighborhood Bed Stuy – 5 minute walk

Bike Plant

- How did you find Bike Plant?

I got a flat 2 blocks away and I googled it. That's actually how I find a lot of bike shops, I get a flat near the area.

- Have you been to the shop before?

No – that was yesterday. But I liked, I saw the website and I thought Robin seemed cool and I saw that she had classes and I was looking for something like that. I think, based purely on intuition that this is going to be my shop.

- What brings you into the shop today?

Picking up bike. It needed a lot more help than I originally thought.

General Biking Habits

- How often do you bike in the city?

If not every day, 5 or 6 days a week. I go to school and work on my bike. I live off the G now, and biking is much faster.

- What are your primary reasons for biking?

Getting around.

- What kind of bike or bikes do you own / ride?

An old bike I bought off Craigslist

- What do you like or dislike about biking in nyc?

I started biking during the pandemic, I had been feeling really cut off, but **it totally changed my relationship to the city**, before I was like in Manhattan working or I was in my neighborhood. You could plop me down any place in Brooklyn, and I would have no idea where I was, and now it's like totally the opposite. **I have a sense of where I am**, how to get home and whether I'm like 20 minutes from home / an hour.

Also – **as a woman, I used to feel kind of nervous going certain places or being by myself at night, and with a bike that actually totally changed**. I feel much more confident.

Bike and Accessories Purchases

- When was the last time that you purchased a new or used bike?

During covid. When I was a kid, I biked everywhere, I biked to school. I stopped during college, and then I myself have never owned a car, so it's been either walking or subways, but this is the first time I've owned a bike since high school.

- Did you make the purchase from a local shop or online?

craigslist

- What was memorable about the experience?

I think it was great actually, there was a huge upsurge in bike demand. Basically what happened was I really wanted to get a bike. I didn't want a new bike, I didn't want to spend like \$4, 500 and get it stolen, so my friend had gone on craigslist and was like "oh I met a guy who was like 'I have these old Schwinn frames that I can build into bikes for like \$200'" and she really liked him, so she referred me. **He wasn't an official shop, he was just a guy named Steve, with a garage in Ridgewood**. So that was kind of fun, it was the first time I realized – oh, **biking is it's own community in the neighborhood**.

- When was the last time that you purchased bike parts or accessories?

Just bought some from Robin. This bike has been great, and I love it, but Steve built it from a lot of old parts that are all breaking down. I have to take it in every 4 or 5 months, which may be a good sign that I need to invest in a new bike altogether.

- Are you more likely to buy those parts and accessories in person or online?

In person. Just in the sense that I'm not getting anything other than when my bike is broken. I don't really accessorize my bike, but it would be nice. If I had more money, I would be really into it. I think I'm gonna get some bags, I was just talking to Robin about that.

Experience with Bike Shops

- How often do you visit bike shops?

Every 4-5 months

- How important is it to you to have a bike shop in your neighborhood?

Pretty important, because, mainly you just don't know where you're going to breakdown

- What would be your typical reason for visiting a bike shop?

I don't normally come in for anything other than a breakdown. It is kind of funny, cause I always have great experiences in every bike shop that I go to, the people are always really cool. That's sort of why I want to take the class. I'm a teacher, but I would also sort of love to work in a bike shop. I feel like that's something I would have a lot of fun with because I have always really liked the community. It's something that I've been really drawn to. There's another shop in Bushwick that I used to go to called Haven that has a really similar vibe and the people are really cool. That was my shop when I lived around there.

- What do you look for in a shop – what makes a good bike shop for you?

I like Haven at that time because they had a big cat. He had a big chubby cat. And then, the second time I went in, I was like "where's the cat?" and he said "the cat's dead", and I was really sad for him.

I liked that for the reason that it seemed like a place that people just hung out, and brought their pets, and people are really down to earth. I don't feel like I'm getting overcharged.

Friendly people. I like when they explain to you what's going on so that you can kind of keep an eye out for your stuff too. Kind of giving you the tools for your own self-examination.

- Do you have a favorite bike shop in NYC?

Not really. I liked Haven, and now I like Bike Plant. So far, those guys are winning for me. There's another place called Bushwick Bicycles, the guys are pretty cool there. They're good. They're not as friendly as the Haven guys are or as Robin is, but they are really nice and they have a fair price.

- Do you ever look up the websites of local bike shops?

Yeah, this one I did because I was looking for the hours, but it is kind of cool to see the events that they have.

I have a friend in Colorado who was talking about how her bike shop had this queer, brewery, bike mechanic – like that was the themes of the classes. Classic Colorado stuff, the vibe was being queer, doing bike mechanic shit and drinking beer while doing it. I was like “I should find stuff like that”. That’s the kind of thing that I want.

- How do you find local bike shops online?

Google maps. Nothing much more than that.

- Are you more likely to look at the website on a computer or on your phone?

phone

- What are you looking for if you visit the website?

Something easy to use. Something where I can find the hours easily. I like when they put prices, sometimes they’ll just be like “call for quote” and that’s a little bit more annoying. Community events are cool, I like that.

I actually like sometimes, explicit politics, but you know, I’m like a young progressive, so it’s my niche and probably not true for everyone. I like that Haven had a very explicit leftist politics in the front.

Bike Service

- How often do you bring your bike in for service?

Every 4-5 months.

- What do you like or dislike about getting your bike serviced?

If the price is good and the turnaround is good, which Robin had both, most people have had both. I think that’s pretty much it.

- Would you prefer to walk in or make an appointment?

Walk in is usually what I need because I’m usually coming in out of necessity, so walk in is what I need, for sure.

- Is having female mechanics on staff or as the shop owner a draw for you or does it not matter?

No, but it's cool. It's a nice thing to see. It hadn't been something that I explicitly thought about, but that's cool.

- Do you ever do your own bike repairs?

I'm hoping to learn, I don't do much of my own. I wanted to get a tire repair thing, I think that would be helpful. I do some, my family has a bunch of hybrids that I've done some brake work on, and I've played around with the gears, but I don't have any of the tools here in Brooklyn.

- What types of repairs are you not willing to do yourself?

I probably can't fix a flat. I can put my chain back on pretty easily in the moment. I've kind of fiddled with brakes enough to sort of know what's going on, but everything else I wouldn't feel comfortable doing

- Where did you learn to do repairs on brakes?

That was kind of just from having brakes that didn't work at all, so I just took it apart and looked at it myself. Trial and error. My dad's taught me a lot, he's a really big biker, and my sister used to work in a bike shop, it's a really big biking family.

- How would you go about learning how to make bike repairs yourself?

I don't know. Probably youtube, but I would have trouble focusing. I like my bike enough that I wouldn't want to take it all apart even though that's probably the best way to learn, so that's why I was thinking about the class.

- What repairs would you want to learn to do?

Bike tire change. My gear gets fucked with all the time, so I'd like to learn how the gears work, and I could definitely learn more about the brakes, I know enough to sort of know what's going wrong sometimes, but I'm not exactly sure what to do.

- How much would you be willing to pay to learn basic bike maintenance?

I'm a grad student, so I'm a little bit of a lower income bracket, so I probably could potentially pay 2-300.

- How about more advanced bike maintenance?

I would be really open to learning how to do maintenance in terms of working in a bike shop, because I like the community enough, but I probably could only afford like \$4-500 for that kind of thing.

Basic Demographic Information

- Name Sonia
- Gender Female
- Age 26(?)
- Neighborhood Bed Stuy – 10 minute walk away

Bike Plant

- How did you find Bike Plant?
I go down Tompkins on my way home from work and I also saw someone who posted about them on Instagram. They said “go to this shop it’s new, and they gave me really good service”.
- Have you been to the shop before?
Yeah, they’ve helped me out
- What brings you into the shop today?
Just getting air. I don’t have a proper pump because I’m lazy.

General Biking Habits

- How often do you bike in the city?
I bike every day. I bike to and from work. I love biking. I bike every weekend. This is my best friend.
- What are your primary reasons for biking?
I bike the most for transportation, but I like going on long rides too.
- What do you like or dislike about biking in nyc?
The police. I’ve gotten 4 tickets this year. 3 for running red lights, and 1 for having my headphones in. The first time I was pulled over it was these 4 cops and scary covid times, and none of them were wearing masks when they approached me, and this guy started yelling at me. It’s always when I’m on my way to work and I’m always late. I’ve paid like \$1000. It’s just way easier to stop someone on a bike than in a car I guess. It’s always in Brooklyn too, never in the city, so I don’t know if there’s different quotas or something.

Bike and Accessories Purchases

- When was the last time that you purchased a new or used bike?

I got this bike last...July 7, last year. I bought it on Craigslist from a girl who lived near me.

- Did you make the purchase from a local shop or online?

craigslist

- When was the last time that you purchased bike parts or accessories?

I bought this lock maybe 2 weeks ago because I lost my keys, so I had to saw off my kroptonite chain. It was fun! I called Bike plant to ask them what I should do, and they said get an angle grinder from home depot. And that's what I did. They helped me out.

- Are you more likely to buy those parts and accessories in person or online?

In person. I like need it now. I also go to this other place on Christopher and the west side highway with this guy named Christian, so yeah, I'm more likely to buy it in person.

Experience with Bike Shops

- How often do you visit bike shops?

I don't know, too often honestly. Maybe at least twice a month? To at least fill up my tires.

- How important is it to you to have a bike shop in your neighborhood?

It's very important, it's very important to have them everywhere. You always need air, if you get a flat tire...I was in ridgewood and I had a flat tire, and I was screwed.

- What would be your typical reason for visiting a bike shop?

Repairs.

- What do you look for in a shop – what makes a good bike shop for you?

People. All about the people. It's like a mechanic. It's hard to trust people with your – I said it's my best friend – I want the best care, attention.

I like people who are willing to take the time and explain things to me, teach me things, show me what they're doing and why they're doing it. I love a learning experience, even at the bike shop.

Some people are really just dismissive. I feel like there's some elitism in the bike culture and it's like why? Why are you being an obnoxious nerd? No one asked for that.

- Do you have a favorite bike shop in NYC?

Yeah, it's literally called Bicycles. The place on Christopher. And I would say that place and this place are my favorites. Waterfront Bicycle Shop. 4.8 stars – they deserve it.

- Do you ever look up the websites of local bike shops?

No.

- How do you find local bike shops online?

Google maps, searching bike shops near me.

- Are you more likely to look at the website on a computer or on your phone?

My phone

Bike Service

- How often do you bring your bike in for service?

I get air a lot, I've gotten 2 flats fixed here. My brakes were being weird. In this past year, maybe 5 times. I literally got a flat tire and the next day got glass in my tube.

- What do you like or dislike about getting your bike serviced?

I dislike having to pay for things. This is my mode of moving, if I have to leave it here, I have to citibike, and that's the worst. What I like most is getting something fixed and getting the opportunity to learn what needs to happen to fix it.

- Would you prefer to walk in or make an appointment?

I'm more like an emergency person. I should be better at making appointments.

- Is having female mechanics on staff or as the shop owner a draw for you or does it not matter?

Um..not her, but that other person who works here, I love her, she was so nice. I rarely see ladies work in a bike shop, so that was cool. I mean, it's less about male or female, it's just like, be nice and explain things and take the time to really go through it.

And what I also like it – like Christian is so nice, and I come in with one problem, I go in to get a lock, and he just checks out my bike, and he fixed my brakes, he fixed my brake pad things for free.

- Do you ever do your own bike repairs?

Just sawing locks. I don't know enough. I'm too nervous to do things.

- would you want to learn to do your own repairs?

Um, yeah, I feel like I want to go on really long rides. I want to ride my bike to Montauk, and if something happens, I should know how to fix it. I want to have some basic knowledge.

- How would you go about learning how to make bike repairs yourself?

Asking people at shops, youtube.

- What repairs would you want to learn to do?

Replacing a tire. I would want to know how to loosen this brake pad. Tightening brakes, loosening brakes, other things...

- Would you want to learn how to make repairs in person or online?

I would want to do it in person, but I don't know if I would want to take the time to take a workshop

- How much would you be willing to pay to learn basic bike maintenance?

\$30 for like an hour class

Basic Demographic Information

- Name Russel
- Gender Male
- Age 38
- Neighborhood Bed Stuy, 1 mile ride away

Bike Plant

- How did you find Bike Plant?

Randomly. I ride on Dekalb a lot and one day I missed my turn and passed by here and was excited to see a new bike shop

- Have you been to the shop before?

Yes, maybe 3 weeks ago when I discovered it

- What brings you into the shop today?

Pedals. I always want to bring my money to the bike shop, not amazon.

General Biking Habits

- How often do you bike in the city?

Everyday.

- What are your primary reasons for biking?

Mostly quick commute. It works very well, in Brooklyn especially. On a bike, you're much faster, you can control your time, and you don't have to pay for that.

- What kind of bike or bikes do you own or ride regularly?

For commuting, I prefer single speed, cause it's very simple, low maintenance bike, and New York is pretty much flat, but I have a bunch of bikes. I love mountain biking, I have road and gravel bikes as well. Probably gravel bikes are my preference. Right now I only own 6 bikes.

- What do you like or dislike about biking in nyc?

First, it's convenient. Especially in Brooklyn, you don't have to get stuck in traffic, you can go much faster than the public transit or in a car. Especially if you have to travel north south, like to Greenpoint, you don't have to make a loop to Manhattan, you jump on your bike and be there so quick.

New York and Brooklyn are very convenient for biking. A lot of bike lanes, I prefer local streets, I like it. Before I moved to this city, I never really used my bike for commuting, but here, I discovered, 2 wheels for commute is awesome.

Bike and Accessories Purchases

- When was the last time that you purchased a new or used bike?

As long as I've liked bikes, it's hard for me to find complete bikes as is. I finished my last full build a few months ago. I built a new titanium frame bike. I always like change parts of my bike, I always make little upgrades. Maybe not reasonable, but for design I like little upgrades. It's a non-stop process.

- When was the last time that you purchased bike parts or accessories?

At least something every week. I always try to purchase from a shop, I really like to support the local businesses. If you have no options, you can always go online like to amazon, but even on the way here, I checked 3 bike shops on the way to see if they have certain parts.

Experience with Bike Shops

- How often do you visit bike shops?

If I have time and I'm passing by, I like to walk into bike shops. Most of the time I don't need anything, but it's part of my life, hobby, I love bikes. Especially in the wintertime, when the crew has more time to talk. I don't want to be the annoying guy in the summer or the spring when it's always busy, but now, yeah, why not.

- How important is it to you to have a bike shop in your neighborhood?

Very important. It's not only a place where you can get your parts, your service, not that I need service, but it's good to have bike shops. It's built like a community around the bike shop. **More people are biking in the neighborhood when they know they can get service nearby.**

- What would be your typical reason for visiting a bike shop?

Buy parts or hang out.

- What do you look for in a shop – what makes a good bike shop for you?

Depends on the neighborhood and what kind of customers you have. In Bed Stuy, you couldn't really sell a \$10,000 bike. There's different people in the neighborhood. People who travel by bike, who commute on the bike, summer bikers. They need simple bikes, not very expensive, bikes that you can park outside. This is a very traditional repair bike shop, if you need to fix your vintage 10 speed Schwinn, this is the perfect place.

- Do you have a favorite bike shop in NYC?

Not really. I try to be friendly with everybody

- Do you ever look up the websites of local bike shops?

Usually I go through google maps, bike shop near me on my phone

Bike Service

- How often do you bring your bike in for service?

never.

- Would you prefer to walk in or make an appointment?

I like walk ins. You can't make a prediction about things like flat fix by appointment, appointments make sense if you have a major overhaul or custom build.

- Is having female mechanics on staff or as the shop owner a draw for you or does it not matter?

I guess it's a plus. I judge mechanics just by their skills though.

- What repairs would you not be willing to do yourself?

Maybe to replace tubeless tires inhouse because that's just like a messy process when you have to apply tubeless sealant. Especially in NY, if you have decent suspension bike it's a big problem because it requires very specific tools. Most shops in the city won't service high end mountain bikes, they'll send it to the official service. That's what I don't like to do myself.

- how did you learn to do bike repairs yourself?

Little by little. When I got my first mountain bike, I really liked to work on it myself. I started simple with like flat fixes and basic adjustments, and little by little I grew up as a bike mechanic. I traded my hands for knowledge.

Basic Demographic Information

- Name Casey
- Gender Male
- Age 39
- Neighborhood [Bushwick](#)

Bike Plant

- How did you find Bike Plant?
[I found them on Google maps after I got a flat tire on the way to brunch](#)
- Have you been to the shop before?
[no](#)

- What brings you into the shop today?

Flat tire

General Biking Habits

- How often do you bike in the city?

weekly

- How long have you been biking in the city?

Since 2008

- What are your primary reasons for biking?

Transportation, recreational joy, it's just more fun than taking the subway

- What kind of bike or bikes do you own / ride?

Single speed and an out-of-commission triathlon bike. Mainly ride the single speed

- Do you use Citibike as well as your own bike?

yes

- What do you like or dislike about biking in nyc?

It's fun and flexible. You get exercise and you get to see things. There's a lot of bike lanes and bike routes, and it's a lot less restrictive than trying to take public transit – particularly around Brooklyn / dislike how cars take over bike lanes, dislike protected bike lanes that no one pays attention to and they wind up feeling less safe rather than more. I wish there were bike highways like in Europe

Bike and Accessories Purchases

- When was the last time that you purchased a new or used bike?

Over 5 years

- Did you make the purchase from a shop or online?

From a shop, but probably looked at both at the time

- If online, from what site?

- What was memorable about the experience?

It's completely overwhelming, no idea how to tell the difference between one brand and another. Never had a single speed before, so it wasn't easy to understand if it was the right choice for me. What would be better for me between single speed and fixed gear. It also wasn't easy for me to understand what my size was, though I knew that was an important thing to consider.

- When was the last time that you purchased bike parts or accessories?
New tires recently from a shop. Need to buy new lights and a bell.
- Are you more likely to buy those products in person or online?
50/50 Definitely likely to buy things that are recommended if I'm at a bike shop. It's better when there's less options at a shop and it's less overwhelming. I've been trying to buy lights online and I get overwhelmed and forget about it.

Experience with Bike Shops

- How often do you visit bike shops?
Every time I get a flat tire or need a tune up. Probably 1-3 times a year
- How important is it to you to have a bike shop in your neighborhood?
Very important. When your bike is broken, you don't want to have to drag it on the subway, and you want to just be able to pop in
- What's your primary reason for visiting a bike shop?
Maintenance or tune up
- What do you look for in a shop – what makes a good bike shop for you?
The people. The people are not intimidating and they acknowledge you and aren't trying to significantly upsell you. But also that you don't have to be a gear head to be accepted in the bike shop.
- Do you have a favorite bike shop in NYC?
Good experience at the place that I bought my triathlon bike in soho, but I don't think it exists anymore.
- Do you ever look at the websites of local bike shops?
yes
 - How do you find bike shops online?
From looking at google maps
 - Are you more likely to look at the website on a computer or on your phone?
Equally as likely
 - What are you looking for if you visit the website?
Looking to see if anyone cares about it. Looking to see if it's at all up to date. Seeing if it's user friendly, doesn't need to be comprehensive, but looking to get a read on what my experience in the shop might be by looking at their website.

Bike Service

- How often do you bring your bike in for service?
1-3 times a year
- What do you like or dislike about getting your bike serviced?
Like if it's either fast or if the shop is very clear about timing. Like when they are transparent about all the costs and when they seem honest about what it needed. I like when the give me options and explain those options clearly – especially if they have an opinion about what's best. Don't like if there's an exclusive vibe to the place or if I can't get anyone to help me, or any of the opposite of the things I like happen.
- Would you prefer to walk in or make an appointment?
I'd like the option of making an appt
 - Did you try to make an appointment today?
No
- Is having female mechanics on staff or as the shop owner a draw for you or does it not matter?
It would be a huge draw. I would be much more interested in it. I don't see as many, and I often prefer to work with women (even though it's a generalization). I would definitely want to give it a try.
- Do you ever do your own bike repairs?
Try to put oil on and have changed a tire
 - What types or repairs are you willing to do yourself?
Cleaning, adding oil, sometimes changing a tire, definitely filling up the tires all the time. changing the seat, tightening things when they become loose
 - What types of repairs are you not willing to do yourself?
Anything beyond changing a tire
 - How did you learn to do repairs on your bike?
I have a little book that I use. I've been to a tire changing clinic with my triathlon team
 - If you took a course, what was the name of it?
n/a
 - What did you enjoy or not enjoy about it?
Liked that it was hands on and it made me see that it wasn't that hard.
 - What did you think was left out that should have been included?
Can't remember

- Would you want to learn how to do your own repairs?

In theory I do

- How would you go about learning how to make bike repairs yourself?
Would much rather go to a class than read a book, I could do a class online as well, but would rather have someone walking me through it
- What repairs would you want to learn to do?
Annual maintenance and I always need to be reminded how to change a tire.
- Would you prefer to take an in-person class or learn online?
Prefer in-person, but I would be open to either one
- How much would you be willing to pay to learn basic bike maintenance?
\$50 or less probably
- How about more advanced bike maintenance and mechanics?
Don't really have a desire to learn that unless I was doing triathlons again.